

Callers Counseled in Spanish

Quit Line Data Summary

January 1 - March 31, 2002

	<u>Span. Speak</u>	<u>State</u>
Number of Calls to Quit Line	N = 14	N = 4,096
Percent of Statewide Calls	0.3%	100.0%
Percent of State Population¹	NA	100.0%

	<u>Span. Speak %</u>	<u>State %</u>
Gender	N = 11	N = 3,737
Female	27.3%	61.7%
Male	72.7%	38.3%
Race/Ethnicity	N = 8	N = 3,032
Hispanic	100.0%	3.0%
Age	N = 7	N = 3,176
Less than 18 years old	0.0%	2.3%
18 - 24 years old	0.0%	16.2%
25 - 34 years old	0.0%	23.2%
35 - 44 years old	42.9%	27.0%
45 years and older	57.1%	31.4%
Education	N = 3	N = 3,209
Did not graduate high school	*	19.8%
High school graduate	*	33.3%
Some college/vocational school	*	36.9%
College graduate	*	10.0%
Caller Type	N = 9	N = 3,483
General Information	11.1%	10.6%
Health care provider	0.0%	3.4%
Tobacco user	88.9%	86.1%
Payer Type	N = 7	N = 2,167
Insured	42.9%	40.2%
Uninsured	42.9%	25.1%
Medicaid	14.3%	34.7%
Heard About	N = 8	N = 3,110
Past caller	12.5%	12.9%
Employer/worksite	0.0%	1.4%
Health care provider	37.5%	17.0%
Television	25.0%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	1.7%
Brochure/Newsletter	0.0%	5.2%
Family or friend	12.5%	21.5%
Health Department	12.5%	3.0%
School	0.0%	0.9%